

IN THE CLAIMS:

Please cancel claims 6 and 16-21 without prejudice.

Please amend claims 1, 4, 7-8, 10-11 and 13-14 as follows.

1 1. (twice amended) A method for marketing a good comprising the steps of:
2 a) providing a physical sign, said physical sign having a preprinted website address, a
3 space for a unique identifier, and an indication that a good is for sale or rent,
4 b) providing a website located at said website address, said website permitting a seller
5 to post on said website under said unique identifier information about said good, said website
6 further permitting a prospective purchaser to enter said unique identifier in order to view said
7 information,
8 c) said seller conspicuously placing said sign physically on or adjacent said good for
9 sale or rent, wherein said unique identifier corresponds specifically to said good on said
10 website,
11 d) wherein when said seller logs onto said website said unique identifier is provided to
12 said seller or entered by said seller at said website in connection with said seller posting said
13 information on said website.

1 4. (amended) A method according to claim 1, wherein said sign is provided with a
2 description of said good preprinted thereon.

1 7. (amended) A method according to claim 1, wherein said website is further adapted
2 to permit said prospective purchaser to browse a plurality of goods listed on said website by
3 category, and to view posted information therefor without reference to said unique identifier.

1 8. (amended) A method according to claim 1, wherein said website is further adapted
2 to permit said prospective purchaser to browse a plurality of goods listed on said website by
3 geographic location, and to view posted information therefor without reference to said unique
4 identifier.

1 10. (amended) A method according to claim 1, said method being adapted to permit a
2 purchaser of said good to make payment for said good directly to the seller or the seller's
3 agent.

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1 11. (amended) A method according to claim 1, said method being adapted to permit a
2 purchaser of said good to make payment for said good to a provider of said website, after
3 which said provider will forward said payment to the seller of said good.

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1 13. (amended) A method according to claim 1, wherein said sign is provided with a
2 container into which said seller can deposit a sheet of paper containing information about said
3 good.

1 14. (amended) A method according to claim 1, further comprising the step of
2 promoting said website to the general consuming public.

Please add new claims 22-36 as follows.

1 22. (new) A method according to claim 1, wherein said prospective purchaser, upon
2 viewing said sign, is informed by said sign of the following points:
3 i. that said good is for sale or rent;
4 ii. of said website address for said website; and
5 iii. of said unique identifier corresponding to information regarding said good on said
6 website.

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1 23. (new) A method according to claim 22, wherein said prospective purchaser is
2 informed of said points i-iii prior to logging onto said website.

1 24. (new) A method according to claim 1, wherein said physical sign is provided for
2 sale or sold to said seller at a retail store.

1 25. (new) A method according to claim 24, wherein said seller purchases said physical
2 sign at said retail store.

1 26. (new) A method according to claim 1, wherein said good is a good for sale.

1 27. (new) A method according to claim 26, said good for sale being an automobile.

1 28. (new) A method according to claim 26, said good for sale being real estate.

1 29. (new) A method according to claim 26, said unique identifier being preprinted on
2 said sign in said space for a unique identifier.

1 30. (new) A method according to claim 26, wherein said sign is provided with a
2 description of said good for sale preprinted thereon.

1 31. (new) A method according to claim 26, wherein said sign is further provided with
2 a space to indicate a seller's personal contact information.

1 32. (new) A method according to claim 26, wherein said website is further adapted to
2 permit said prospective purchaser to browse a plurality of goods listed on said website by
3 category, and to view posted information therefor without reference to said unique identifier.

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1 33. (new) A method according to claim 26, wherein said website is further adapted to
2 permit said prospective purchaser to browse a plurality of goods listed on said website by
3 geographic location, and to view posted information therefor without reference to said unique
4 identifier.

1 34. (new) A method according to claim 26, further comprising the step of providing a
2 container into which said seller can deposit a sheet of paper containing information about said
3 good for sale.

1 35. (new) A method according to claim 26, further comprising the step of promoting
2 said website to the general consuming public.

1 36. (new) A method according to claim 26, wherein said physical sign is provided for
2 sale or sold to said seller at a retail store.

REMARKS

Applicant's counsel thanks the Examiner for her very careful examination of the present application, and also for the very helpful and courteous telephone interview conducted October 14, 2002.

Applicant affirms its election without traverse of the invention of Group I, claims 1-15 in this application. Claims 16-21 have been cancelled as drawn to a nonelected invention.